

# Week 1 | 7<sup>th</sup> - 14<sup>th</sup> June

## Sunday 7<sup>th</sup> June 2026

Arrival & Check In	Lakeside Campus
--------------------	-----------------

## Monday 8<sup>th</sup> June 2026

10:00 - 10:45	Breakfast	Lakeside Campus
11:00 - 12:00	Welcome Briefing & Orientation	tbc
12:00 - 15:30	Lunch & Free Time	City Campus
15:30 - 17:30	City Tour: Lucerne Landmarks & Lake Promenade	Lucerne Old Town
17:30 - 19:00	Dinner	City Campus

## Tuesday 9<sup>th</sup> June 2026

08:00 - 08:30	Breakfast	Lakeside Campus
09:00 - 12:00	Social Media & Youth Communication	Athina Arampatzi tbc
12:15 - 13:00	Lunch	City Campus
13:30 - 17:00	Swiss Transport Museum visit	
18:00 - 19:00	Dinner	City Campus

## Wednesday 10<sup>th</sup> May 2026

08:00 - 08:30	Breakfast	Lakeside Campus
09:00 - 12:00	1) Hotel visit in Luzern 2) Cheese factory Engelberg	tbc
12:15 - 13:00	Lunch	City Campus
13:00 - 18:00	Free Time	
18:00 - 19:00	Dinner	Lakeside Campus

### Thursday 11<sup>th</sup> June 2026

08:00 - 08:30	Breakfast		Lakeside Campus
09:00 - 12:00	Tourism Trends & Project Introduction	Marcel Enzler	tbc
12:00 - 14:00	Lunch & Free Time		City Campus
14:00 - 17:30	1) Non-alcoholic Beverages & Barista 2) Culinary Creations 3) Chocolate Creations		Maggiore, Lakeside CUL 002, Lakeside CUL 003 Lakeside
18:00 - 19:00	Dinner		City Campus

### Friday 12<sup>th</sup> June 2026

08:00 - 08:30	Breakfast		Lakeside Campus
09:00 - 12:00	Hospitality Entrepreneurship	tbc	tbc
12:15 - 13:00	Lunch		City Campus
13:30 - 16:30	The Hospitality Sector	Marcel Enzler	tbc
18:00 - 19:00	Dinner		City Campus

### Saturday 13<sup>th</sup> June 2026

08:00 - 08:30	Lunch box		Lakeside Campus
10:00 - 18:00	Lugano Excursion		
21:00 - 21:30	Return to accommodation		Lakeside Campus

### Sunday 14<sup>th</sup> June 2026

09:00 - 09:30	Breakfast		Lakeside Campus
10:00 - 17:00	Mount Rigi & Lake Boat Trip		
18:00 - 19:00	Dinner		Lakeside Campus

# Week 2 | 15<sup>th</sup> - 21<sup>nd</sup> June

## Monday 15<sup>th</sup> June 2026

08:00 - 08:30	Breakfast		Lakeside Campus
09:00 - 12:00	Defining Your Customer	Joern Schlimm	tbc
12:15 - 13:00	Lunch		City Campus
14:00 - 17:00	1) Non-alcoholic Beverages & Barista 2) Culinary Creations 3) Chocolate Creations		Sempach, Lakeside CUL 003 Lakeside CUL 002, Lakeside
18:00 - 19:00	Dinner		City Campus

## Tuesday 16<sup>th</sup> June 2026

08:00 - 08:30	Breakfast		Lakeside Campus
09:00 - 12:00	1 Hotel visit in Luzern 2 Cheese factory Engelberg	tbc	
12:15 - 13:00	Lunch		City Campus
13:00 - 18:00	Free Time		
18:00 - 19:00	Dinner		City Campus

## Wednesday 17<sup>th</sup> June 2026

07:30 - 08:00	Breakfast		Lakeside Campus
08:30 - 20:30	Zurich Visit: 11:00 Lindt Chocolate Museum 12:00 Zurich City Tour 13:00 Free time in Zurich 19:00 Train to Lucerne 21:00 Return to accommodation		Lakeside Campus

### Thursday 18<sup>th</sup> June 2026

08:00 - 08:30	Breakfast		Lakeside Campus
09:00 - 12:00	The Events Sector & Opportunities	Michael Hyvarinen	tbc
12:15 - 13:00	Lunch		City Campus
14:00 - 17:00	1) Non-alcoholic Beverages & Barista 2) Culinary Creations 3) Chocolate Creations		Maggiore, Lakeside CUL 003, Lakeside CUL 002 Lakeside
18:00 - 19:00	Dinner		City Campus

### Friday 19<sup>th</sup> June 2026

08:00 - 08:30	Breakfast		Lakeside Campus
09:00 - 12:00	Designing Your Marketing Plan	Elda Eicher	tbc
12:15 - 13:00	Lunch		Lakeside Campus
13:30 - 16:30	Designing Sustainable Concepts	John Seymour	Lucerne City Centre
18:00 - 19:00	Dinner		City Campus

### Saturday 20<sup>th</sup> June 2026

11:00 - 12:00	Brunch		Lakeside Campus
12:30 - 19:00	Bern Capital City Experience		
20:00 - 20:30	Return to accommodation		Lakeside Campus

### Sunday 21<sup>st</sup> June 2026

09:30 - 10:00	Brunch		Lakeside Campus
10:30 - 17:30	Mount Pilatus excursion		
18:00 - 19:00	Dinner		Lakeside Campus

# Week 3 | 22<sup>rd</sup> - 26<sup>th</sup> June

## Monday 22<sup>nd</sup> June 2026

08:00 - 08:30	Breakfast	Lakeside Campus
09:00 - 12:00	Concept Development Group Work & Pitching	Michael Hyvarinen
12:00 - 13:00	Lunch	Lakeside Campus
13:30 - 16:30	Market Segment Interviews	Lucerne City
18:00 - 19:00	Dinner	Lakeside Campus

## Tuesday 23<sup>rd</sup> June 2026

08:00 - 08:30	Breakfast	Lakeside Campus
09:00 - 12:00	Workshop: Hotel Design	Marcel Enzler
12:00 - 13:00	Lunch	Lakeside Campus
13:00 - 17:00	Free time	
18:00 - 19:00	Dinner	Lakeside Campus

## Wednesday 24<sup>th</sup> June 2026

08:00 - 08:30	Breakfast	Lakeside Campus
09:00 - 12:00	Concept Testing & Final Adjustments	Fabiola Vallin
12:00 - 13:00	Lunch	Lakeside Campus
13:30 - 17:30	Afternoon at the lake	
18:00 - 19:00	BBQ dinner at the lake	

Thursday 25<sup>th</sup> June 2026

08:00 - 08:30	Breakfast		Lakeside Campus
09:00 - 11:30	Concept Presentations	Andrea Stropkova   Academic Dean Marcel Enzler	
12:00 - 13:00	Lunch		Lakeside Campus
15:00 - 16:00	Certificate awards	Ronan Fitzgerald   School Director Andrea Stropkova   Academic Dean Marcel Enzler Fabiola Vallin, Martin Wyler	Heinrich Meister Hall, Lakeside
18:30 - 19:30	Dinner		Lakeside Campus

Friday 26<sup>th</sup> June 2026 - Departure Day

Departures		Lakeside Campus
------------	--	-----------------